



# Holiday Inn Select

## Norfolk, Virginia

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

### Holiday Inn Select

"Full service hotel with 147 rooms and 5,000 square feet of banquet and meeting space"

**Green Statement:** "In support of regional and national efforts to 'go green', we are committed to doing our part to decrease our negative impact on the environment, preserve the limited amount of natural resources we have, reduce pollution of air, water, and soil and ensure a bright future for our children and grandchildren."



### CORE ACTIVITIES for Lodging

☑ This symbol indicates a required activity for Virginia Green Lodging facilities. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Holiday Inn Select** can expect the following practices:

☑ **Optional Linen Service.** Virginia Green Lodging facilities must have some sort of system in place that allows guests to not have their sheets and towels changed every day. This facility pledges that they:

- Change linens only upon request
- Train house cleaners on process for optional linen service
- Use non-phosphate, non-toxic, and biodegradable laundry detergents
- Minimize use of bleach and chlorinated chemicals
- Use linens service providers that employ "wet" versus "dry" cleaning
- Line dry linens whenever possible

☑ **Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: aluminum cans, plastic, office paper, toner cartridges, packing supplies, electronic equipment
- Clearly marked recycling bins in public areas
- Track overall waste bills
- Have numeric goal to reduce overall materials that go to the landfill
- Instruct housekeeping to save and reuse unopened items
- Recycle fryer grease and/or filter grease prior to recycling

- Donate excess food from events
- Have an effective food inventory control to minimize waste
- Purchase organic and “sustainably-grown” foods
- Use reusable dishware and glassware, and minimize use of disposables
- Use water pitches and filtered water to minimize the use of single-use bottles
- Use screen based ordering system
- Use bulk soap dispensers in public restrooms
- Purchase recycled-content paper towels and toilet paper
- Use a last-in/first-out inventory and labeling system
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Purchase durable equipment and furniture
- Purchase low VOC carpets and fabrics
- Use reused building materials or those from sustainable sources
- Use latex paints
- Re-use paint thinners
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use less toxic materials
- Minimize the use of pesticides and herbicides



☒ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have:
  - low flow restrictors on faucets and showerheads
  - low flow toilets
- Discourage water-based cleanup (sweeping first)

☒ **Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities
- Have a numeric goal of how much they want to reduce their energy usage over time
- Use:
  - compact fluorescent light bulbs in all rooms and in canned lighting
  - high efficiency fluorescent ballasts and lamps (T5s and T8s)
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Use natural lighting
- Use lighting sensors to turn on/off lights
- Use occupancy sensors to turn on/off lights
- Use EnergyStar’s Benchmarking Tools for the Hospitality Industry

☒ **Green Events Package.** The facility must offer a “green” or “environmentally-friendly” package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided. This facility pledges that they:

- Promote the availability of “green meetings/conferences” in marketing packages
- Offer recycling, a public copier with 2-sided copying, reuse of boxes and crates, hotel information and meeting contacts sent electronically

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For more information on **Holiday Inn Select Norfolk**, see [www.hiselect.com/norfolkva](http://www.hiselect.com/norfolkva) or contact **Rachel Green** at [rgreen@ltdmanagement.com](mailto:rgreen@ltdmanagement.com) or 757-213-2231.

For more information on *Virginia Green Lodging* program, see [www.deq.virginia.gov/p2/lodging](http://www.deq.virginia.gov/p2/lodging) or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



*Virginia Green Lodging* program is a supporting partner of *Virginia Green*, the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

